

ORDER



WAVY

Orders
Order / Rev: 202881
Alt Order #: 06848044
Product Desc: 9/25-10/1 HOUSE MAJORITY PAC
Estimate: 1435
Flight Dates: 09/25/12 - 10/01/12
Original Date / Rev: 08/30/12 / 09/24/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/House Majority PAC
Demographic: A25-54
Product Codes: PL2
Priority: NA
Revenue Codes: AGY, REG, REG

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN14921

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	16	\$17,875.00	\$15,193.75
10/01/12	10/01/12	7	\$7,200.00	\$6,120.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	16	\$17,875.00	\$15,193.75	0.00
October 2012	7	\$7,200.00	\$6,120.00	0.00
Totals	23	\$25,075.00	\$21,313.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WAVY	36%	\$25,075.00
Market	100%	\$69,652.78

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	1%	\$696.53
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	19%	\$13,234.03
WTVZ	5%	\$3,482.64
WVBT	10%	\$6,965.28
WVEC	29%	\$20,199.31

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	09/29/12	09/29/12	WAVY News 10 Sa 6a	CM	6a-7a	-----S-	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
WAVY News 10 Sa 6a															
SATURDAY EARLY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-			1			\$500.00		0.00			
E 2	WAVY	09/29/12	09/29/12		CM	7a-8a	-----S-	:30	1	\$800.00	P1	0.00	NM	1	\$800.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
WAVY News 10 Sa 7a															
WAVY News 10 Sa 7a															
SATURDAY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S-	1		\$800.00		0.00						
E 3	WAVY	09/30/12	09/30/12	WAVY News 10 Sunday 6a-7a	CM	6a-7a	-----S	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
WAVY News 10 Sunday 6a															
SUNDAY EARLY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S	1		\$500.00		0.00						
E 4	WAVY	09/30/12	09/30/12	WAVY News 10 Sunday 7a-8a	CM	7a-8a	-----S	:30	1	\$800.00	P1	0.00	NM	1	\$800.00
WAVY News 10 Sunday 7a															
SUNDAY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S	1		\$800.00		0.00						
E 5	WAVY	09/30/12	09/30/12	Today Show Sunday	CM	8a-9a	-----S	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
Today Show Sunday															
SUNDAY TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S	1		\$1,200.00		0.00						
E 6	WAVY	09/25/12	09/28/12	Today Show 2	CM	9a-10a	-TWTF--	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
Today Show 2															
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	1		\$500.00		0.00						
E 7	WAVY	09/25/12	09/28/12	Today Show 3	CM	10a-11a	-TWTF--	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
Today Show 3															
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	1		\$400.00		0.00						
E 8	WAVY	09/25/12	09/28/12	WAVY News 10 @ Noon	CM	12p-1p	-TWTF--	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
News 10 @ Noon															
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	1		\$300.00		0.00						
E 9	WAVY	09/25/12	09/28/12	WAVY News 10 @ 5p	CM	5p-530p	-TWTF--	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
News 10 @ 5p															
5PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	1		\$1,800.00		0.00						
E 10	WAVY	09/25/12	09/28/12	WAVY News 10 @ 530p	CM	530p-6p	-TWTF--	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
News 10 @ 530p															
530PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	1		\$1,800.00		0.00						
E 11	WAVY	09/25/12	09/28/12	M-F 7-730p	CM	7-730p	-TWTF--	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
M-F 7-730p															
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	1		\$1,500.00		0.00						
E 12	WAVY	09/25/12	09/28/12	M-F 730-8p	CM	730-8p	-TWTF--	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
M-F 730-8p															
ACCESS HOLLYWOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	1		\$1,500.00		0.00						
E 13	WAVY	09/28/12	09/28/12	Fri Hour 2	CM	9p-10p	----F--	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
Friday 9-10p															
grimm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	1		\$2,500.00		0.00						
E 14	WAVY	09/28/12	09/28/12		CM	10p-11p	----F--	:30	1	\$1,600.00	P1	0.00	NM	1	\$1,600.00

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DATELINE Fri Hour 3 Friday 10p-11p Start Date: 09/24/12, End Date: 09/30/12, Weekdays: ----F-- Spots/Week: 1, Rate: \$1,600.00, Rating: 0.00															
E 15	WAVY	09/29/12	09/29/12	LN Sa WAVY News 10 @11 Sat	CM	11p-1130p	-----S-	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
SATURDAY LATE NEWS Start Date: 09/24/12, End Date: 09/30/12, Weekdays: -----S- Spots/Week: 1, Rate: \$2,000.00, Rating: 0.00															
E 16	WAVY	10/01/12	10/01/12	Today Show 2 Today Show 2	CM	9a-10a	M-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
TODAY SHOW 2 Start Date: 10/01/12, End Date: 10/07/12, Weekdays: M----- Spots/Week: 1, Rate: \$500.00, Rating: 0.00															
E 17	WAVY	10/01/12	10/01/12	Today Show 3 Today Show 3	CM	10a-11a	M-----	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
TODAY SHOW 3 Start Date: 10/01/12, End Date: 10/07/12, Weekdays: M----- Spots/Week: 1, Rate: \$400.00, Rating: 0.00															
E 18	WAVY	10/01/12	10/01/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	M-----	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
NOON NEWS Start Date: 10/01/12, End Date: 10/07/12, Weekdays: M----- Spots/Week: 1, Rate: \$300.00, Rating: 0.00															
E 19	WAVY	10/01/12	10/01/12	WAVY News 10 @ 5p News 10 @ 5p	CM	5p-530p	M-----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
5PM NEWS Start Date: 10/01/12, End Date: 10/07/12, Weekdays: M----- Spots/Week: 1, Rate: \$1,500.00, Rating: 0.00															
E 20	WAVY	10/01/12	10/01/12	WAVY News 10 @ 530p News 10 @ 530p	CM	530p-6p	M-----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
530PM NEWS Start Date: 10/01/12, End Date: 10/07/12, Weekdays: M----- Spots/Week: 1, Rate: \$1,500.00, Rating: 0.00															
E 21	WAVY	10/01/12	10/01/12	M-F 7-730p M-F 7-730p	CM	7-730p	M-----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
ENTERTAINMENT TONIGHT Start Date: 10/01/12, End Date: 10/07/12, Weekdays: M----- Spots/Week: 1, Rate: \$1,500.00, Rating: 0.00															
E 22	WAVY	10/01/12	10/01/12	M-F 730-8p M-F 730-8p	CM	730-8p	M-----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
ACCESS HOLLYWOOD Start Date: 10/01/12, End Date: 10/07/12, Weekdays: M----- Spots/Week: 1, Rate: \$1,500.00, Rating: 0.00															
E 23	WAVY	09/30/12	09/30/12	Su 12a-1a Su 12-1a	CM	12a-1a	-----S	:30	1	\$175.00	P1	0.00	NM	1	\$175.00
LEVERAGE Start Date: 09/24/12, End Date: 09/30/12, Weekdays: -----S Spots/Week: 1, Rate: \$175.00, Rating: 0.00															
													Totals	23	\$25,075.00